



## **2017 Women in Building Services: Danielle Semp, Lothrop Associates LLP**

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Name: Danielle Semp

Title: Interior Designer

Company Name: Lothrop Associates LLP

Years in real estate: 2

How have you navigated obstacles to achieve success in your career?

Major obstacles presented have been the tight budgets and deadlines of clients within the real estate market. The keys to accomplishing the goals of the client are an organized schedule and to provide creative solutions that keep the job inexpensive but accomplish a powerful aesthetic.

My age may be a personal obstacle but I utilize it as a strength as well. I am eager to absorb an immense amount of knowledge and climb the ladder within my industry as quick as possible. I take on any challenge or project that presents itself to keep growing and pushing myself further.

How do you play your strengths to your advantage in your career?

Visualization is a strength of mine that helps guide the design process much easier. Once the initial conversation with a client occurs to discuss their wants and needs, a visual begins to form in my mind of what the final design may entail. This allows for a more efficient process when materials and FF&E must be selected.

A minor in Accounting is more beneficial than one would think. It allows a better understanding of a client's budget while understanding the needs of the business to remain profitable.

What trends are you seeing so far this year?

Hexagons. They are the new latest and greatest geometric shape in design. I have seen carpet, tiles, wallcovering and much more in the shape of a hexagon. For this upcoming fall season, I have seen quite a bit of maroon and teal as the "hot" colors.

Renting as opposed to buying property has been the big trend in real estate lately. There are new mixed use and apartment rental buildings being constructed all across New York, especially Westchester County in particular.

What do you do for fun?

Bowling is a long-time hobby of mine.

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